



Hermosa Beach

A Safer Prospect Demonstration Project

07.22.2020



SCAG Pedestrian + Bicycle Awareness Campaign | Hermosa Beach Demonstration Project

Agenda

- Introductions
- Project Background and Goals
- SCAG's Role
- Project Overview
- Zoom Live Poll Questions
- What is a 'demonstration' project and how can it help address safety issues?
- Group Feedback



Project Background and Goals

- Identify potential safety improvements for Prospect Ave
- Implement temporary demonstration project treatments and observe/solicit public feedback
- Assess the impacts of the implemented treatments
- Grant funded by Southern California Association of Government (SCAG)



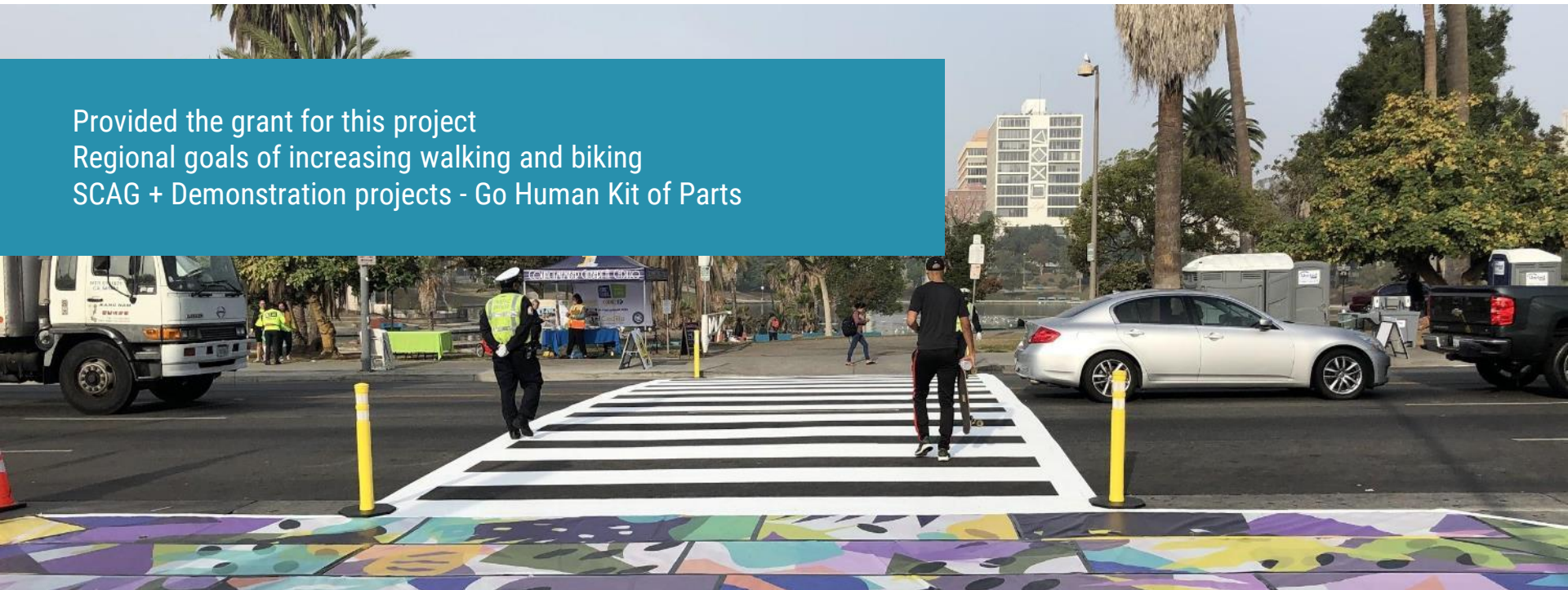
Previous Planning Efforts

- PLAN Hermosa, our General Plan
- Living Streets Design Manual
- South Bay Bicycle Master Plan



SCAG's Role

Provided the grant for this project
Regional goals of increasing walking and biking
SCAG + Demonstration projects - Go Human Kit of Parts



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How do you use Prospect Ave?

Zoom Poll Question

Below are some of the ways that that people use Prospect Ave.

How do you use Prospect Ave? *(Please select all that apply)*

- I live on the street
- I live nearby
- I work nearby
- My child attends school here
- I visit parks
- I drive through the street to other destinations in the city
- As an alternative to Pacific Coast Highway (PCH)
- I don't use Prospect Ave.
- Other



Project Overview + Timeline

Project Development Timeline 1.5 years

- **Community Outreach**
 - *Virtual Engagement*
 - *Survey*
 - *Additional Input*
- **Design the Project**
 - *Community Input*
 - *Previous Planning Efforts*
 - *Best Practices*
- **Demonstration Project**
 - *Work with the Community to Implement*
 - *Have the Community Use the Project*
- **Evaluation + Assessment**
 - *Observations*
 - *Community Feedback*



Project Area Map + Facility Conditions



- Posted Speed Limit: 25 mph
- 85th Percentile speeds range from 26.9 to 28.3 mph
- Number of Travel Lanes: 2
- Daily traffic capacity: 15,000 vehicles
- Total Collisions from 2014-18: 11
 - 3 involved a bicyclist
 - 8 vehicle only accidents



Existing Conditions



What is a Demonstration Project?

And Why Are We Doing One?



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Visualizing Safe Streets



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Awesome! Now what...?



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How Do We Normally ‘Deliver’ Projects?

- Focus on **long-term** capital improvements.
- Can be slow, expensive, and inflexible.
- Often focused on larger scale projects.
- Involves a passive public outreach process that often results in...
- A lack of trust in government institutions.

Permanent

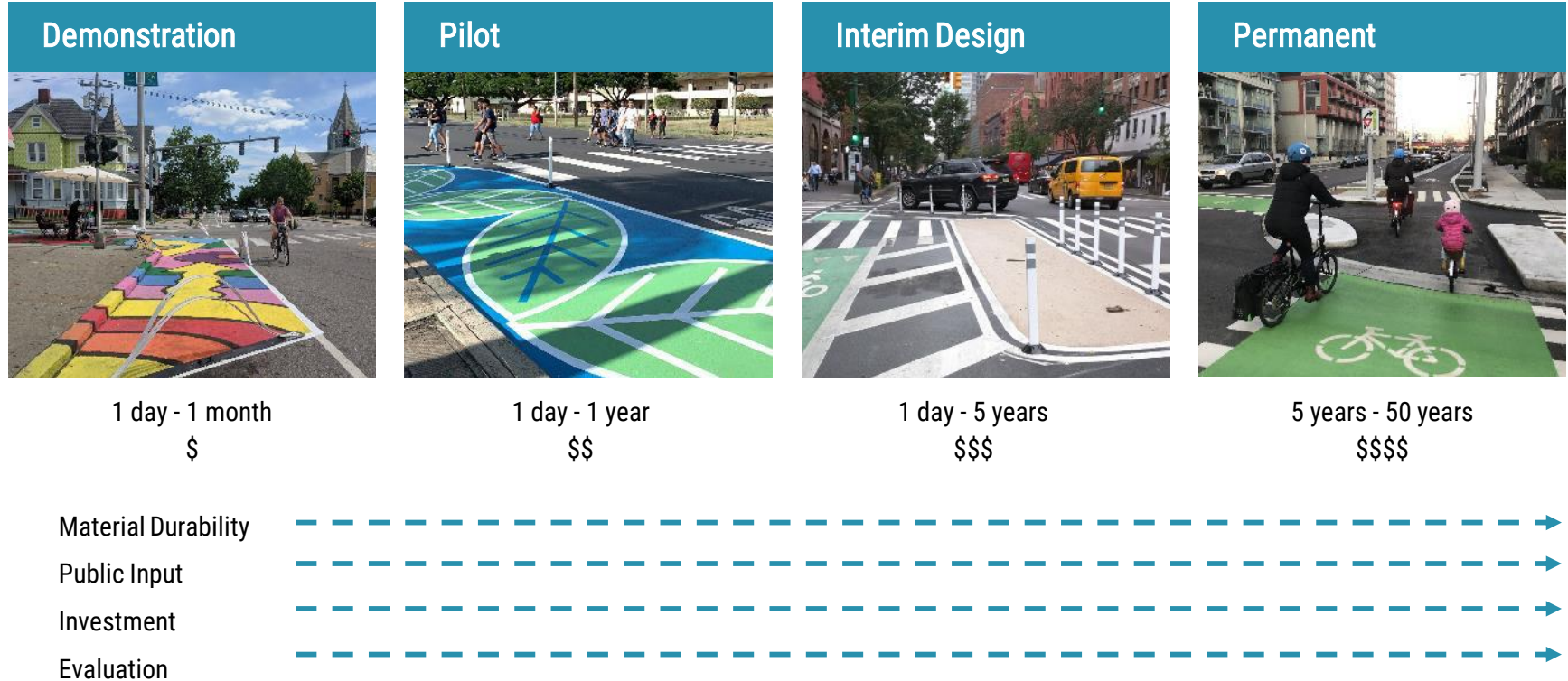


5 years - 50 years
\$\$\$\$

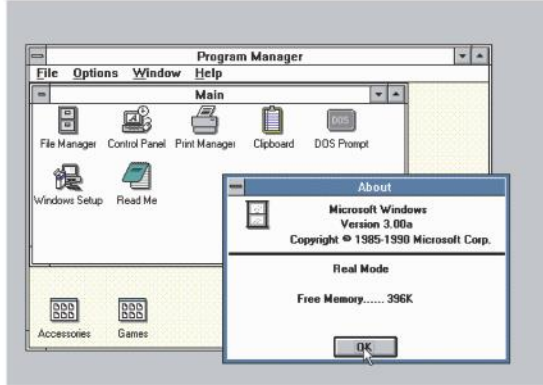


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Can We Break Down Project Delivery into Smaller Steps?



The Iterative Nature of Technology



Lessons in Iterative Design



- 2009 - 3-day pop-up plaza with lawn chairs
- 2010 - pilot plaza w/ paint and temporary materials
- 2012 - iterate design, evaluate outcomes, move forward w/ permanent design
- 2014 - permanent plaza construction begins
- 2015 - project complete!




What is Tactical Urbanism?

Tactical Urbanism is an approach to neighborhood building that uses **short-term, low-cost, and scalable interventions and policies** to catalyze long-term change.

- Inexpensive
- Temporary
- Based on existing plans
- People-driven, people-centered





"The brain tends to remember
10% of what it reads, 20% of
what it hears, but 90% of what
it does..."

- Edgar Dale



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TOP DOWN

Mayors | City Councilors | Municipal Departments



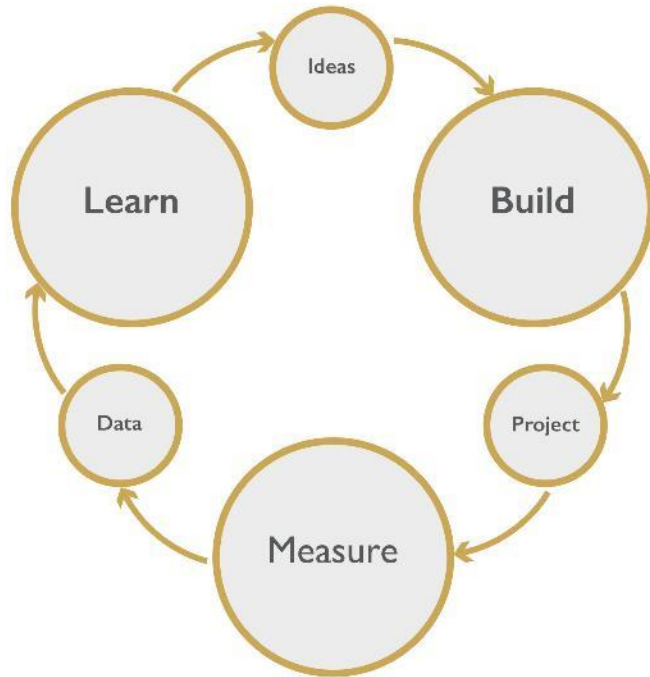
BOTTOM UP

Citizen Activists | Community Groups | Neighborhood Organizations



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Test Before You Invest



Quick-Build Project Delivery



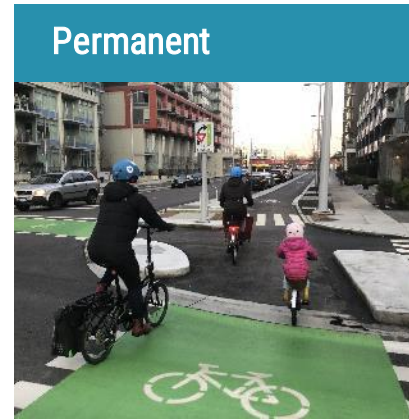
1 day - 1 month
\$



1 day - 1 year
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1 day - 5 years
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5 years - 50 years
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Material Durability

Public Input

Investment

Evaluation



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Why Quick Build Projects?

1. Expedites delivery of public benefits at a **low cost**.
2. Temporary, iterative nature **allows for evaluation** and making adjustments.
3. Based on existing master plans, **action-focused**.
4. People-driven, **people-centered**.



5. Based on Actual User Experience (vs. Design)





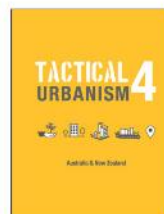
North America (2011)



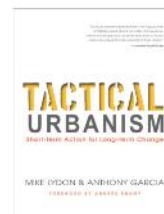
North America (2012)



South America (2013)



Australia / NZ (2014)



Island Press (2015)



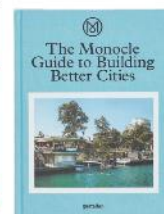
(2016)



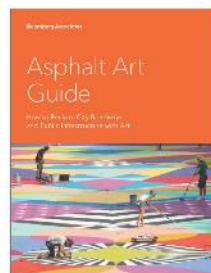
Italy (2017)



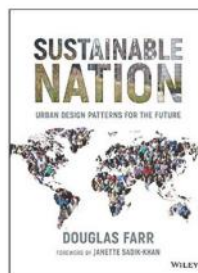
(2019)



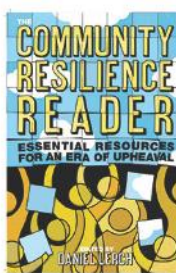
(2018)



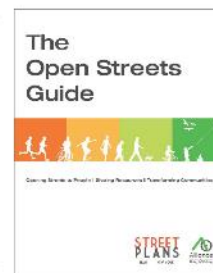
(2019)



(2018)



(2018)



(2014)



Applying TU to a Variety of Contexts and Project Types



STREETPLANS
New York City



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Greenway Examples



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What are the biggest safety concerns for Prospect Ave?

Zoom Poll Question

Below are some of the safety concerns that residents have shared with the City. How important are they to you? *(Please select your most significant concern)*

- Speeding cars
- Cut through traffic from the PCH
- Safety of intersections and crossings for pedestrians
- Quality of existing crosswalks
- Crosswalk striping (paint) isn't visible enough
- Lack of designated space for people riding bikes on Prospect
- Not enough trees, shrubs, or other greenery along the sidewalk



What problem are we trying to address?



To slow speeds...

- Mini Traffic Circle
- Chicane

To reduce cars...

- Diverter

To provide facilities...

- Super Sharrow
- Sidewalk Extension
- Signage & Wayfinding

For safe intersections...

- Crossbike Marking
- Crosswalk
- Curb Extension



Mini Traffic Circle

Simplify vehicle turning movements and lower vehicle speeds at intersections.



To slow speeds...



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Chicane

Planters that shift travel lanes, creating a 'slalom effect' that can reduce vehicular speeding along residential or downtown streets. Curb extensions that are staggered can also serve to create this slowing effect.



To slow speeds...



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Diverter

Discourage cut-thru traffic by restricting turns but allowing bike connection.



To reduce cars...



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“Super” Sharrow

Large shared-use lane marking, often green-backed, to indicate the positioning and presence of bicycles within travel lanes.



To provide facilities...



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Sidewalk Extension

A painted extension of the sidewalk, designating pedestrian or bicycle space in on-street parking lanes or curbside travel lanes.



To provide facilities...



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Signage and Wayfinding

To help all roadway users identify the Neighborhood Greenway, and point them to nearby trail connections and other community assets.



To provide facilities...



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“Crossbike” Marking

Designates the continuation of a bicycle facility across an intersection. Creates visibility for bicyclists crossing an intersection, and designates a position for bikes within the intersection.



For safe intersections...



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Crosswalk

High-visibility crosswalks are the minimum standard for pedestrian safety on neighborhood streets. Crosswalks can also be amplified with art, adding beautification to a neighborhood.



For safe intersections...



STREETPLANS
INC.



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Curb Extension

Shortens crossing distances, provides additional pedestrian waiting space, and slows turning speeds by physically narrowing the roadway. Curb extensions can also be canvasses for neighborhood public art!



For safe intersections...



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Considerations

- Wear / Desired Maintenance
- Removal
- Volume of Traffic
- Visibility + Clearance
- Drainage / Planters
- Programming



Materials

"Armadillos"



Planters



Water-Based Paint



Traffic Tape



Flexstakes



"Zebra" Planters



Spray Paint/Chalk



Duct Tape



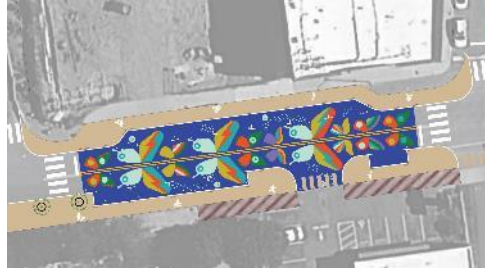
Project Process

1 Design the Project



- Meeting with City regarding permitting requirements
- Clarification on allowable materials
- On-the-ground outreach, public engagement

2 Prepare for Demonstration



- Design development
- Produce striping / build plans
- Calculate final budget
- Produce traffic control plan
- Volunteer solicitation

3 Build It

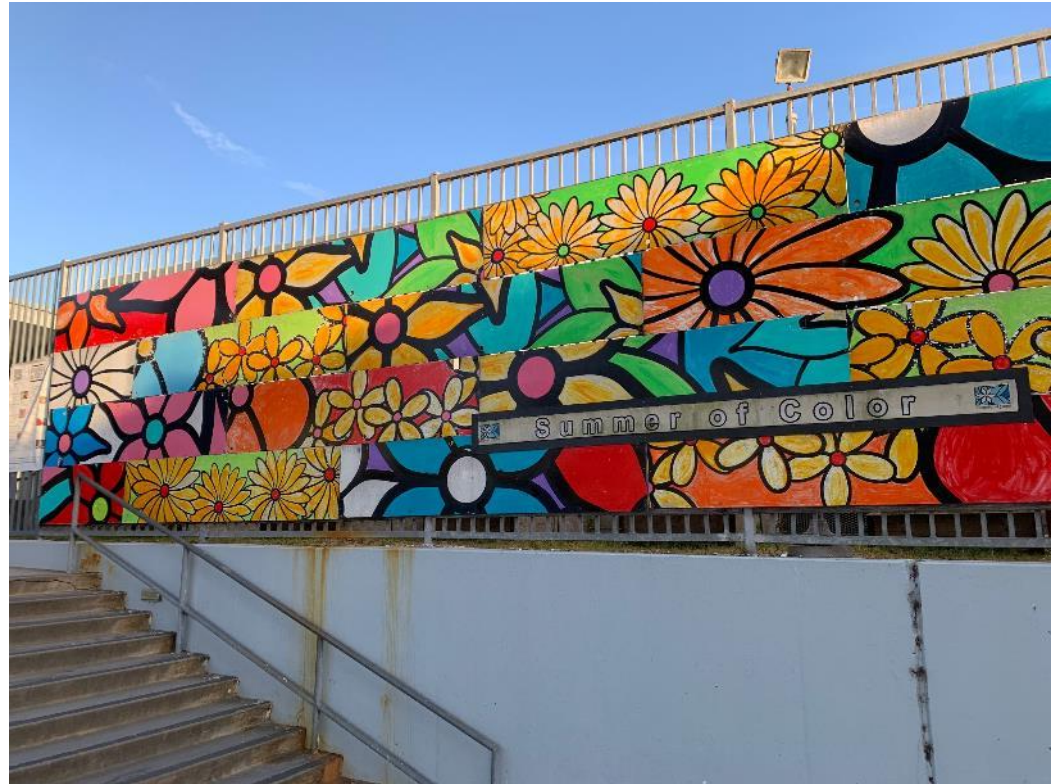


- Find storage and staging locations for materials
- Order materials
- Produce detailed build day plan, implementation manual
- Coordinate traffic control, street cleaning



Next Steps + Action Items

- Review survey results and other public feedback
- **Project Survey**
<https://www.surveymonkey.com/r/Prospectave>
- **Project Team** - Let us know if you want to be more involved in the implementation of the project!
- **Follow the Project** -
www.hermosabeach.gov/asaferpr
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Group Feedback

- What else might be part of this demo?
- Questions?

